

AMR NEWS

AUG 1976

Managing Computer Programming

Crucial Areas for Improvement

Washington, D.C.-Sept. 13-15

New York-Oct. 13-15

Las Vegas-Nov. 15-17

Chicago-Dec. 13-15

amr international, inc.
ADVANCED MANAGEMENT RESEARCH

Managing Computer Programming

THIS COURSE HAS OBTAINED NATIONAL ACCEPTANCE
SUBJECT IN THE COUNTRY; OVER 1,000 MANAGERS HAVE

WASHINGTON, D.C. — Sep. 13-15

The Hotel Sonesta

NEW YORK — Oct. 13-15

The Roosevelt Hotel

LAS VEGAS — Nov. 15-17

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CHICAGO — Dec. 13-15

The Conrad Hilton

Among vital problems confronting computer programming managers today are: programmer turnover, underestimating jobs and budget over-runs, late project completion, new hardware configurations and new operating systems.

This three-day seminar will aid the programming manager to improve his operations through successful and practical solutions to these immediate problems confronting him. The program does not indulge itself in theoretical framework but centers upon a "no-nonsense" problem-solving approach to the harsh realities of the programming environment. A substantial part of the program will be devoted to an examination of successful techniques used in estimating and controlling software projects. A comprehensive notebook containing copies of visual aid material used in the presentation will be included.

The seminar will provide you the opportunity to meet other managers who have had similar problems so that you may exchange ideas and discuss solutions.

While the seminar is intended for programming managers, senior analysts with supervisory responsibility will also benefit from this program.

The lecturers are outstanding men in their field who have been chosen not only for their extensive experience in programming management but also for their ability to impart their knowledge effectively.

Seminar Outline

I. Perspectives for the Programming Manager

II. The Programming Manager's Responsibilities

- A. Basic Definition
- B. Prerequisite—Knowledge of his environment
- C. Understanding technical, political and psychological aspects of:
 - 1. Activity and progress measurement
 - 2. Management of change
 - 3. Program content management
 - 4. Administrative responsibility
- D. Balancing hardware capability to programming staff

III. Human Relations and Personnel Problems Confronting the Programming Manager

- A. How to select and recruit programmers
- B. Programmers requirements
- C. Determining salary structure
- D. Training requirements
- E. How to reduce turnover

IV. Organizing the Programming Department

- A. Relationship to systems personnel
- B. Interfacing with computer operators
- C. Relations with other corporate departments
- D. Staffing for maintenance

V. Motivating Programmers

- A. Traditional approaches
- B. Psychological approaches
- C. Effective delegation
- D. Evaluating and developing personnel

VI. Estimating the Programming Project

- A. Available estimating techniques
- B. Task definition
- C. How to prepare time estimates
- D. How to prepare cost estimates
 - 1. Manpower
 - 2. Machine



CE AS THE LEADING SEMINAR ON THIS
AVE ATTENDED DURING THE LAST YEAR.

Seminar Faculty

AUG

1971

Course Director

John J. Morris is President of Custom Computer Systems, a firm specializing in design of on-line, real-time special purpose systems. Mr. Morris has extensive experience in programming activities at the managerial level. He was formerly Manager of Programming for Union Carbide in New York and prior to that was with Grumman Aircraft as Computer Research Engineer and with Sperry Gyroscope as Engineering Head in charge of programming for all real-time sampled data systems. The holder of B.A. and M.S. degrees in Applied Mathematics, Mr. Morris is a past Vice President of the Long Island Computing Association.

Principal Speakers

Michael Mensh is a Consultant with the Foxboro Corp. Formerly Director of Programming of Compata, Inc., Manager of Industrial Software for Honeywell and Programming Manager of General Electric. Mr. Mensh is a frequent lecturer for national associations and is the author of numerous articles on project control and multi-programming.

William O. Harden is Vice President of Administration and Data Processing for John S. Nuveen & Co., a leading investment firm. Formerly Vice President of Advanced Computer Techniques and Manager of Data Processing at Union Carbide Corp. A noted speaker at software meetings he is a former U. S. Naval Intelligence Officer.

George M. Brooks is President of Synergistic Software Systems. He was formerly Manager of Systems Programming with Bonner & Moore and prior to that with IBM as Applied Sciences Consultant for software support. Active in computer programming since 1957, Mr. Brooks is the author of numerous articles for societies such as TIMS, ORSA, ASME and ACM.

Dr. Robert W. Carney is Professor of Management at Georgia Institute of Technology. Lecturer, author and consultant to business on managing and motivating technical personnel, he is listed in the National Directory of Outstanding Speakers.

Dr. William F. Brown is Director, AVCO Computer Services, AVCO Corporation in Wilmington, Massachusetts. He has been connected with the application of computers to solving scientific, engineering and business problems since 1950, and has been a visiting mathematician at the Institute for Numerical Analysis at UCLA and the Applied Mathematics Laboratory at Stanford University. Prior to AVCO he had been employed by North American Aviation and General Dynamics. He has also taught a number of courses and seminars, as well as publishing many technical papers.

Seminar Advisors

Gilbert R. Anderson

Programming Manager
Hamilton Standard Div.
United Aircraft Corp.

Robert V. Head

Author, Consultant

Charles E. Horne

Manager, Basic Software
National Cash Register

Richard J. Madison

Corporate EDP Consultant
Mobil Oil Corp.

Millard T. Harkrider

Computer Scientist,
Consultant, Formerly
Manager of Programming,
Computer Sciences Corp.

Dr. Frank Losacco

Vice President,
Advanced Computer Techniques

Ronald T. Brezezinski

Dir. of Systems Design
Chicago & Northwestern Railway

Mitchell G. Mesecher

Manager, Systems Programming
Sperry Rand Corporation

VII. Controlling the Programming Project

- A. Effective use of project leaders
- B. Assigning project and task responsibility
 - 1. Progress reporting procedures
 - 2. Budget reporting
- C. Adherence to specifications
 - 1. Developing program change procedures
 - 2. Renegotiation
- D. Developing performance standards
 - 1. Costs
 - 2. Schedule
- E. Insuring adequate test procedures
- F. Evaluating performance and auditing
- G. Customer relations

VIII. Pros and Cons of Contract Programming

- A. Defining contract programming
- B. Why is contract programming used?
- C. Negotiations
- D. Types of suppliers
- E. Establishing control
- F. Evaluating performance
- G. In-house vs. package vs. contracting

About AMR

AMR is a group of over 400 distinguished business executives, educators, researchers, and government officials organized for the purpose of developing and providing a superior level of management education and information. It distinguishes itself from other organizations on the basis of objectivity and quality. AMR is an entirely independent educational organization, not affiliated with software, consulting, or any other type firms.



REGISTRATION AND FEES

REGISTRATION: Registration must be made in advance and may be made up to the time of the meeting subject to confirmation. Complete and return the coupon below or, if you prefer, **telephone registrations are acceptable.** Early registration is recommended, as attendance is limited.

FEE: The full registration fee listed below is payable in advance and includes the cost of all luncheons and meeting materials:

Managing Computer Programming\$350.

SEND TEAMS: Send a group of executives in order to benefit from different management viewpoints and interaction. Company registrations for three, including luncheons and materials:

Managing Computer Programming \$295 per person. Other discounts available for larger groups. Please contact AMR for details.

CANCELLATIONS AND REFUNDS: Confirmed registrations may be cancelled up to 5 days prior to seminar date. Registrations cancelled later than 5 days are subject to a \$50 service charge. Participants who have not cancelled reservations 3 days prior to the meeting are subject to the entire fee. **Substitutions may be made at any time.**

HOTELS: Although AMR does not arrange hotel accommodations, the hotels will hold a limited number of rooms and applicants should act promptly to take advantage of this service. Please contact the respective hotel directly mentioning AMR to assure preferred treatment.

TAX DEDUCTION OF EXPENSES: An income tax deduction is allowed for expenses of education (including registration fees, travel, meals, lodging) undertaken to maintain and improve professional skills (see Treas. Reg. 1.162-5) (Coughlin vs. Commissioner, 203 F. 2d 307).

Related AMR Courses

Managing Data Processing Operations

Computer and Software Security

Microfilm Information Systems

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EDP Systems for General Ledger Accounting

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PLEASE NOTE: This brochure has been mailed to selected lists which cannot be pre-checked to eliminate duplications. If you have received more than one of these announcements, we hope that you will understand and, in that event, pass this brochure along to an associate.

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Gentlemen: Please include me in your three-day seminar.

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